



PURE MICHIGAN®
Your trip begins at michigan.org



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michigan.org

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2012 Michigan Hotel Data

Occupancy: 56.8%, up 3% over 2011

Average Daily Rate (ADR): \$83.44, up 3.9%

Revenue Per Available Room (RevPAR): \$47.42, up 7.1%

All three measures are at highest levels since 2004

Source: Smith Travel Research



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2011 Final Data

- Total Visitor Spending: \$17.7 billion, up \$500 million
- State Taxes Paid: \$995 million
- Business Travel: \$4.6 billion, up .4%
- Resident Leisure Travel: \$6.3 billion, up .8%
- Out-of-state Leisure Travel: \$6.8 billion, up 7.5%
- Jobs Supported: 200,000

Source: D.K. Shifflet & Associates

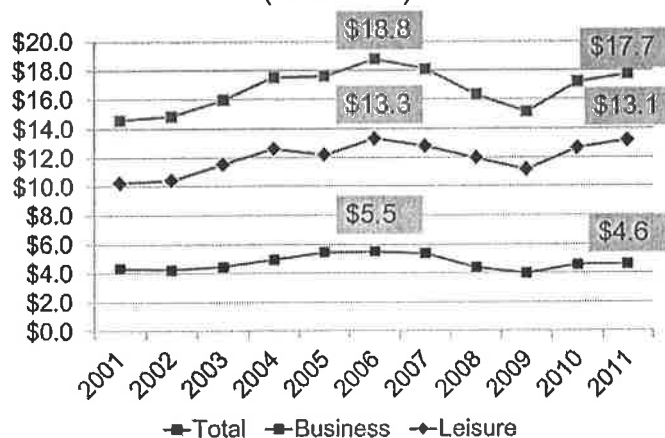


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Visitor Spending History (in billions)



Source: D.K. Shifflet & Associates



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Pure Michigan Results History

Year	Trips	Spend
2006	698,000	\$188m
2007	1.26m	\$287m
2008	1.14m	\$270m
2009	2.11m	\$624m
2010	2.04m	\$606m
2011	3.20m	\$997m

Source: Longwoods International



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Pure Michigan Results 2012

- \$13.7 million in out-of-state spring/summer advertising
- Motivated 3.8 million trips to Michigan
 - 2.3 million from the region (IL, IN, OH, WI, MO, Ontario)
 - 1.5 million from outside the region
- Those visitors spent \$1.1 billion at Michigan businesses
- Those visitors paid \$79 million in Michigan sales tax
- The state made \$5.76 for each dollar spent on Pure Michigan spring/summer advertising in 2012

Source: Longwoods International



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Pure Michigan Results 2006 - 2012

- Generated 14.2 million out-of-state trips to Michigan
- Those visitors spent \$4.1 billion at Michigan businesses
- And they paid \$287 million in Michigan taxes on those trips, primarily sales tax

Source: Longwoods International

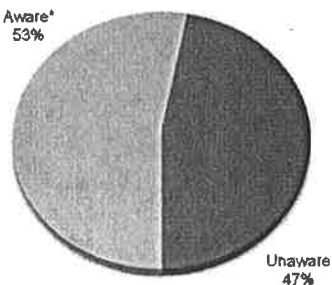


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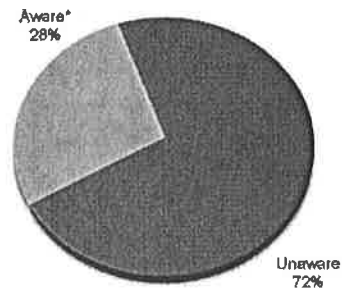


Awareness of 2010 Pure Michigan Campaign

Regional Market

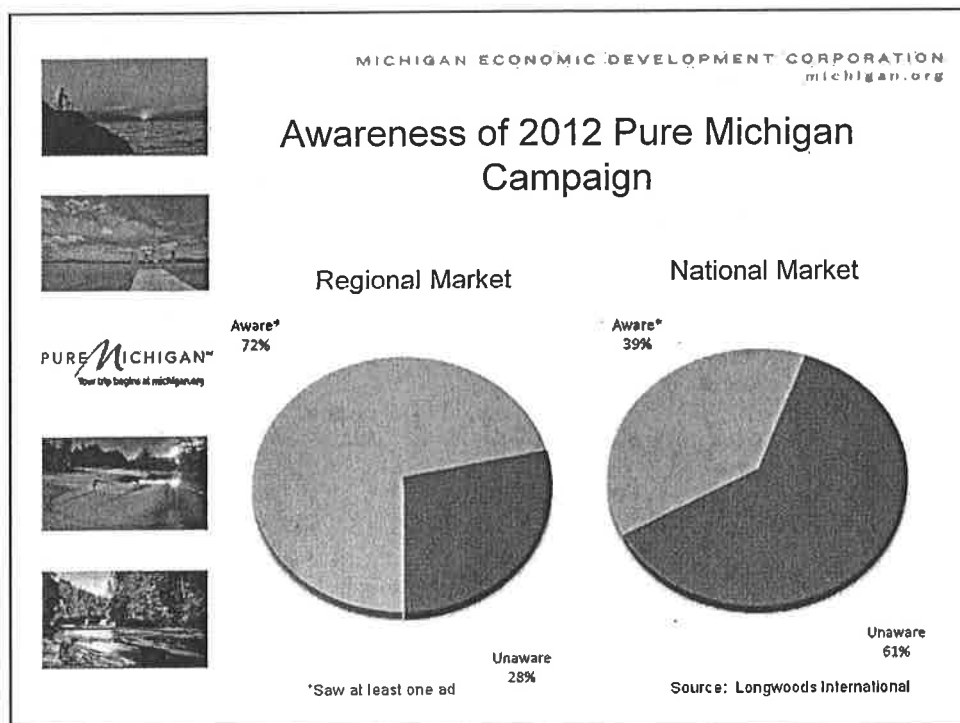
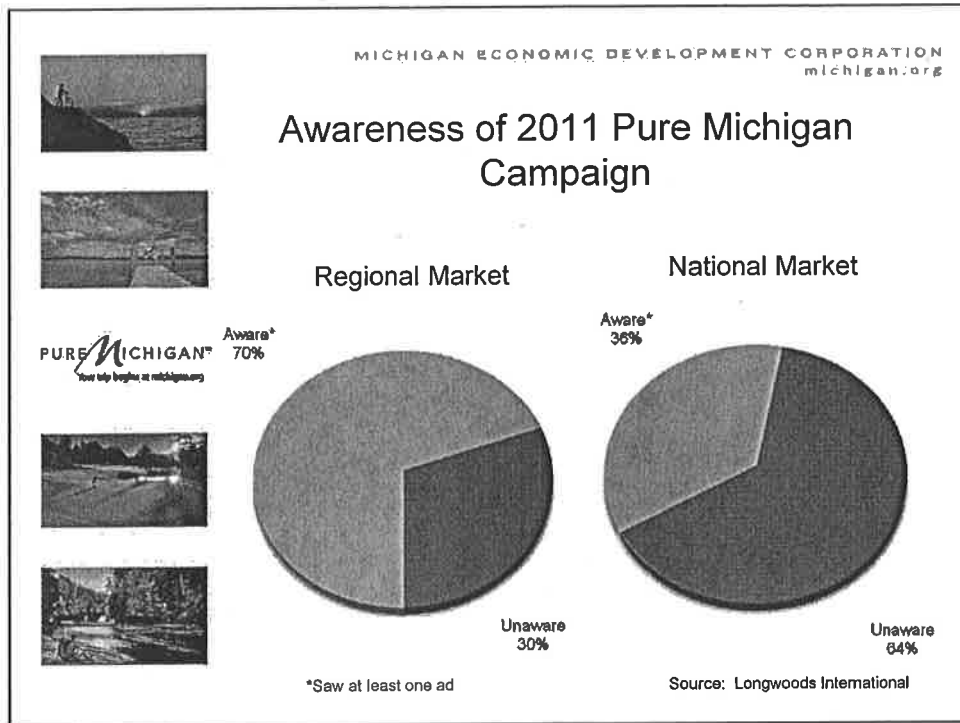


National Market

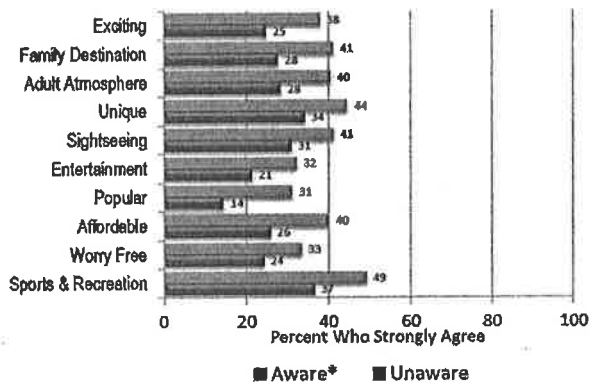


*Saw at least one ad

Source: Longwoods International



Impact of 2012 Pure Michigan Ads on State's National Image



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Chicago Business Journal March 28, 2013

Mar 28, 2013, 1:39pm CDT

"Pure Michigan" ad campaign ready to mesmerize Chicago once again



Lewis Lazare
Reporter-
Chicago Business Journal
Email | Twitter

There's no stopping the "Pure Michigan" steamroller.

What is easily one of the nation's most beautifully-crafted and successful tourism ad campaigns has just begun another national push primarily via cable television. And on May 6, "Pure Michigan's" new regional summer advertising campaign



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Nashville (TN) Business Journal February 13, 2013

Feb 13, 2013, 2:09pm CST | UPDATED: Feb 22, 2013, 9:55am CST

Michigan: Tennessee's tourism marketing inspiration

Jamie McGee
Staff Writer
Nashville Business Journal
Email | Twitter | Google+

For the "gold standard" of tourism marketing, look to Michigan, says Susan Whitaker, commissioner of the Tennessee Department of Tourist Development.

The "Pure Michigan" campaign has been funneling millions of additional out-of-state visitors to Michigan destinations, spreading awareness of the state through TV, radio,



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Five Mercury Awards in 2012

- Best TV Ads
- Best Radio Ads
- Best PR
- Best Social Media
- Best Partnership Program



There were 12 categories, no other state won more than one



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Pure Michigan 2013 Budget



This \$25 million funds:



- \$1.7 million regional winter buy Dec/Jan
- \$13 million national cable spring/summer buy (\$3 million from partners)
- \$4.3 million for regional spring/summer buy
- \$2.2 million for regional fall buy
- All other marketing (PR, publications, social media, web site, etc.)




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2013 National Cable Buy




- \$13 million national cable TV buy, biggest ever (including \$500,000 each from Grand Rapids, Mackinac Island, The Henry Ford, Traverse City, and \$1 million from Ann Arbor)
- 5000 airings of Pure Michigan TV commercials nationally March 18 through June





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2013 National Cable Buy




































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New TV "Gone Fishing"

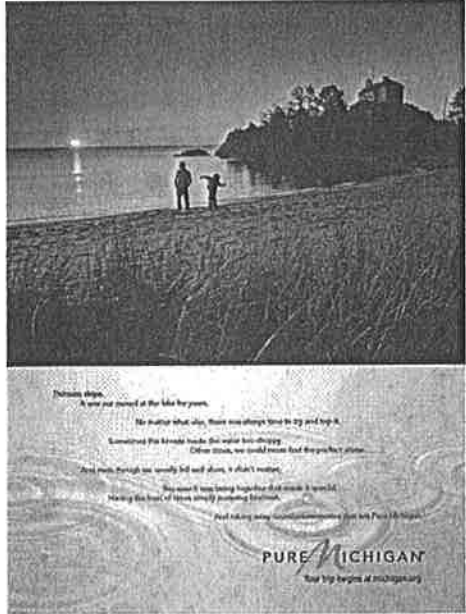






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2013 Print Ad





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2013 Billboards



Miners Beach Falls

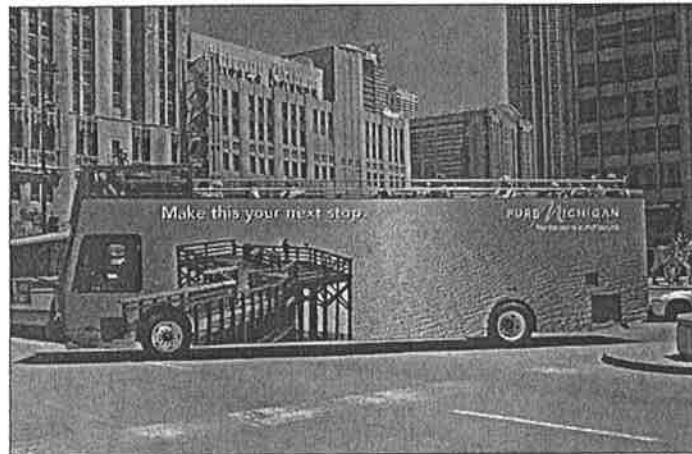


Grand Sable Dunes

2013 Chicago Bus Wrap



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Hunting/Fishing on Outdoorhub.com



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The screenshot shows the OutdoorHub website with a 'PURE MICHIGAN' banner. The main content area features several articles with images of people fishing and hunting. The articles include:

- Magnificent May Fishing: Tittabawassee River Walleye** by Bob Chabala. Text: "If you're not out of this point yet, I've spent the last Saturday in April on the Tittabawassee River with my buddy Doug Brumback. First April was to be the..."
- Golden Darters, Fish, and Fun on the Detroit River** by Dave Maki. Text: "While the Detroit River is one of the most heavily-trafficked waterways, it's also a great place to..."
- Chicken Feeders for Crappie on Michigan's Diamond Lake** by Bob Chabala. Text: "Young crappie are in all the ponds. I've had one and a half dozen in the last..."
- Michigan's Rogue River Serves Up Bumpless Steelhead** by Bob Chabala. Text: "April is the perfect month. It's a great time to go..."
- Downriver Tackle for Michigan King Salmon All Day** by Dave Maki. Text: "Along with the Michigan's Great Lakes, there are also some of the best..."

At the bottom, there is a 'Videos' section with a 'FISHING' tab selected, showing a video player.

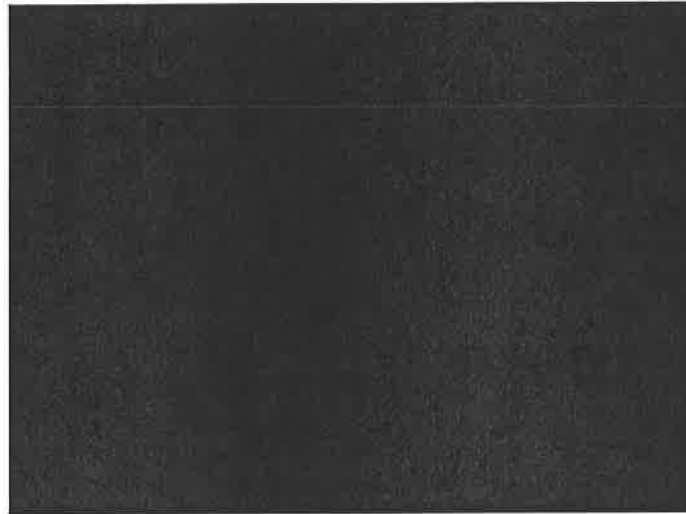


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Kevin VanDam Fishing Promo



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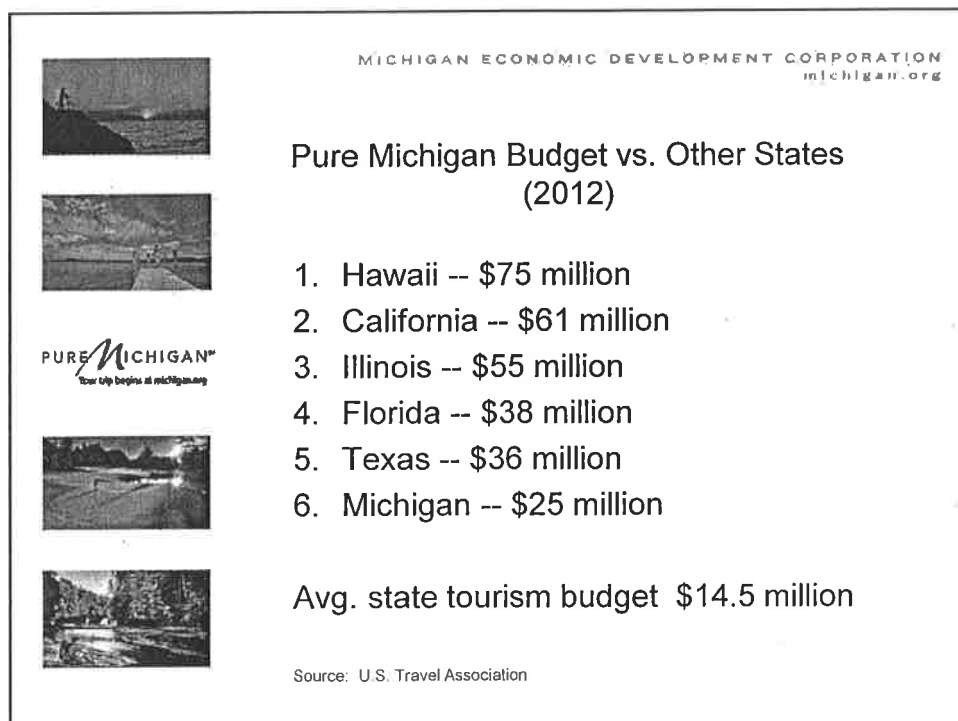
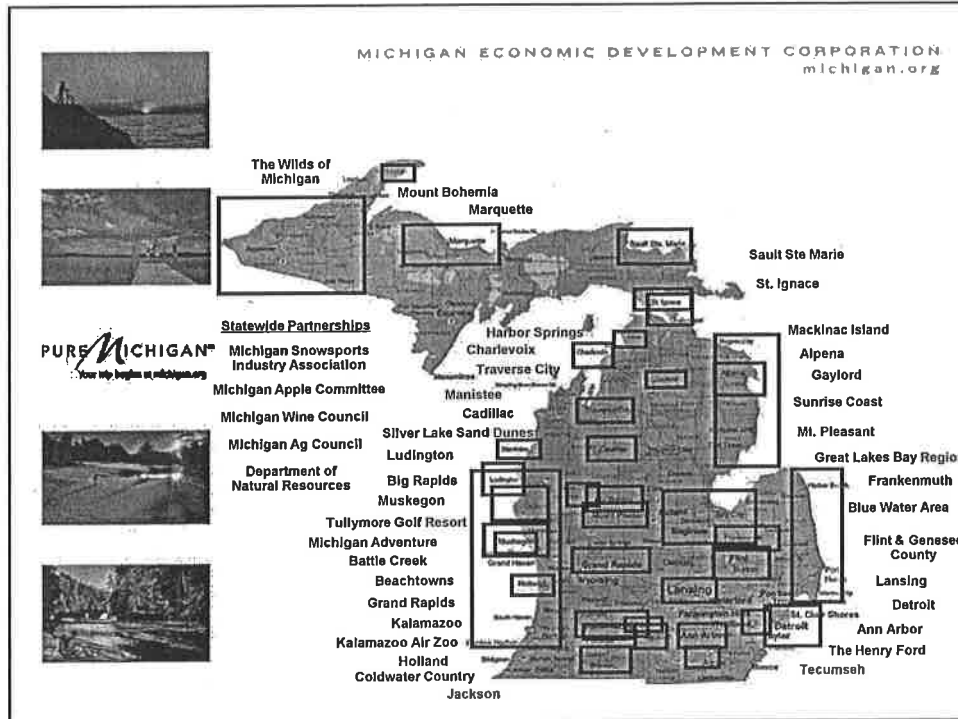
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2013 Advertising Partners

\$5.5 million from 42 partners
Up from \$3.9 million in 2012,
\$3.1 million in 2011

Five national partners: Ann Arbor,
Grand Rapids, Mackinac Island,
The Henry Ford, Traverse City
Up from 4 in 2012, 3 in 2011

Program started in 2002, with 2 partners,
\$235,000 in private-sector investment





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Top Ten U.S. Advertisers 2012

1.	P&G	\$2.8 billion
2.	Comcast	\$1.7 billion
3.	GM	\$1.6 billion
4.	AT&T	\$1.6 billion
5.	L'Oreal	\$1.5 billion
6.	Verizon	\$1.4 billion
7.	News Corp	\$1.3 billion
8.	Toyota	\$1.2 billion
9.	Berkshire Hathaway	\$1.2 billion
10.	Chrysler	\$1.1 billion

Source: Kantar Media



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FY' 14 Budget Proposal

Governor Snyder proposes increasing Pure Michigan promotion budget from \$25 million to \$29 million to boost international marketing.





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International Marketing

International travel is booming worldwide
Up 4% in 2012 to 1.035 billion trips,
U.S. inbound travel up 6.2% in 2012

Overseas visitors spend \$4300 per trip, stay
17 nights on U.S. trips

Need to invest to capture market share

Sources: World Tourism Organization, U.S. Dept. of Commerce, U.S. Travel
Association



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Top Ten International Markets to U.S. 2012 (through Oct. 2012)

1. Canada	19.5 million, up 6%
2. Mexico	11.5 million, up 6%
3. U.K.	3.2 million, down 2%
4. Japan	3.1 million, up 14%
5. Germany	1.6 million, up 3%
6. Brazil	1.4 million, up 17%
7. China	1.3 million, up 37%
8. France	1.3 million, down 3%
9. South Korea	1 million, up 8%
10. Australia	900,000, up 8%

Source: U.S. Dept. of Commerce



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Canadian Visitation to Michigan

	MI Rank	Visitors (millions)	Spending (millions)
2011	4	1.54	\$441
2010	5	1.40	\$336
2009	4	1.29	\$295
2008	4	1.42	\$301
2007	4	1.41	\$305
2006	4	1.32	\$273
2005	4	1.24	\$208
2004	4	1.14	\$166

Source: U.S. Dept. of Commerce



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International Marketing

Current Program

- Advertising in Southern Ontario
 - \$600,000 annual budget
 - London, Kitchener, Hamilton, but not Toronto
- Promotion in the UK and Germany
 - \$200,000 annual budget
 - In partnership with Great Lakes USA (OH, IL, MN, WI)



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International Marketing

FY '14 with \$4 million funding increase

- Expand Ontario advertising to include Toronto
- Expand promotion in the UK and Germany
 - Continue partnership with Great Lakes USA
- Enter new markets in Asia, i.e. Japan, South Korea and China
 - Partner with Brand USA



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Chicago vs. Toronto

- Population

3.5 million	3.8 million
-------------	-------------
- Distance to Michigan border

70 miles	180 miles
----------	-----------
- Household income above \$100k

26%	33%
-----	-----

- Markets the Great Lakes region in Europe
- Funded/managed by Travel Michigan and Ohio, Illinois, Wisconsin and Minnesota tourism offices
- Toby McCarrick, Executive Director, Chicago-based
- Reps in UK, Germany
- Yolanda Fletcher, Cellet Travel Services
- TourMappers, a GLNA receptive tour operator



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Great Lakes USA

REISE-TRAUME USA: GREAT LAKES

Das Land der Seen ist ein echtes Abenteuer

Information

Klimatabelle

Insider-Tipp

Hier beginnt die Route 66



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Great Lakes USA

Essentially America Spring 2011 cover.pdf - Adobe Reader

ESSENTIALLY America


MAGICAL MICHIGAN



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Great Lakes USA



Great Lakes, it's us


Michigan Economic Development Corporation is proud to announce the launch of Great Lakes USA, a new website dedicated to promoting the region's tourism and economic development. The website features a variety of resources for visitors, including information on local attractions, events, and businesses. It also provides a platform for businesses to showcase their products and services to a wider audience. The website is designed to be user-friendly and easy to navigate, ensuring that visitors can find the information they need quickly and easily. The launch of Great Lakes USA is a significant milestone for the Michigan Economic Development Corporation, and we are excited to see the positive impact it will have on the region's tourism and economic development.




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Brand USA







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Brand USA

- 2013 Markets
 - Canada, UK, Germany, Japan, China, Brazil, India, Mexico, Australia
- Advertising, PR, discoveramerica.com, reps in market, promotions, trade activity
- Adding 30% to our Canadian media buys
- Advertising in their World Guide
- Exploring other opportunities




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International Marketing Opportunities


- ITB, Berlin, March
- Great Lakes USA UK sales mission, April
- Brand USA International Pow Wow, Las Vegas, June
- 2014 Pow Wow in Chicago
- Great Lakes USA German sales mission, October
- World Travel Market, London, November



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New michigan.org





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michigan.org

Most popular state tourism web site in U.S.
in 2012, sixth year in a row

1. michigan.org	7.1% market share
2. Florida	6.19%
3. Virginia	5.96%
4. Arkansas	5.58%
5. Hawaii	4.37%
6. North Carolina	3.96%
7. Texas	3.74%
8. Minnesota	3.12%
9. Utah	2.81%
10. Oklahoma	2.74%

Michigan Travel Ideas



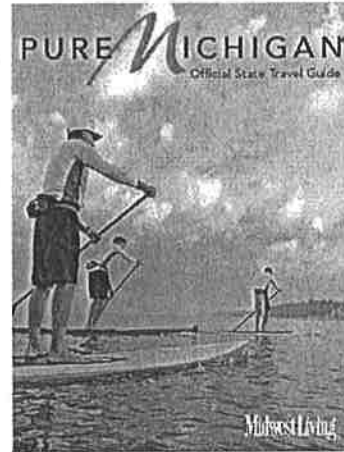
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1,000,000 printed

650,000 polybagged
with March/April
Midwest Living

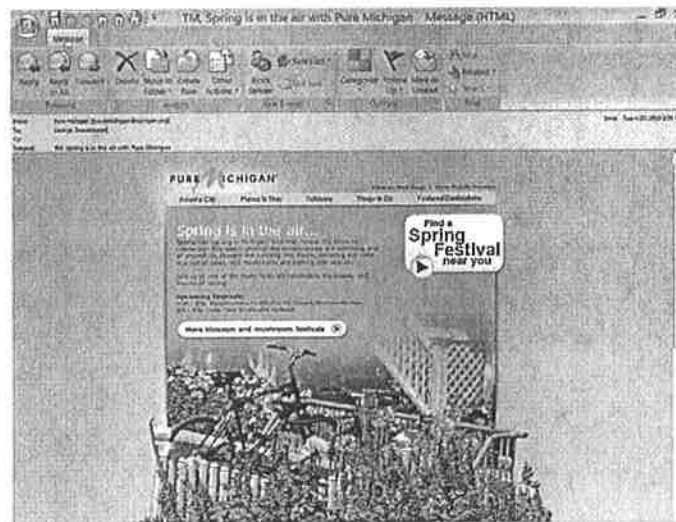
New Fall, Winter
Guides



Consumer newsletter



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Pure Michigan & Social Media



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Pure Michigan 400



Michael Finney

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2013 MI Pace Car Sweepstakes

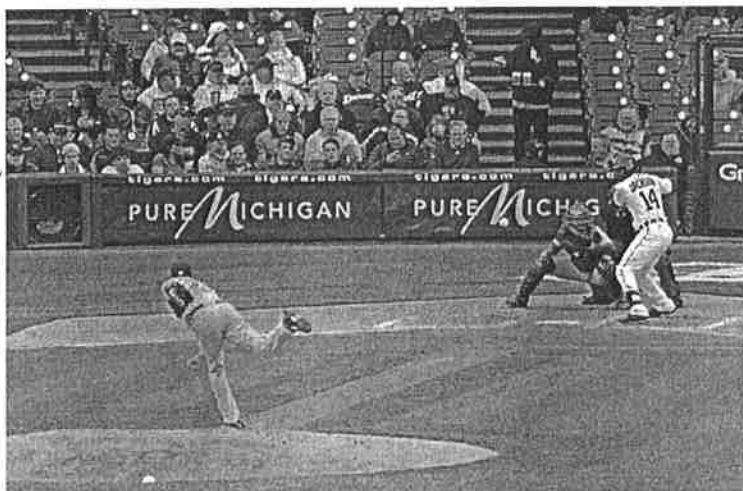


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Pure Michigan & Detroit Tigers



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Pure Michigan & Detroit Tigers



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Pure Michigan & Detroit Grand Prix



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Pure Michigan & Coca Cola




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Pure Michigan & Coca Cola



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Pure Michigan & Kroger

Kroger
Milk
Any Variety, Gallon
(October-December)

With Card!


PURE MICHIGAN® MILK.

Enjoy a cold glass of fresh Kroger brand milk, with 100% Michigan milk.



Nourishing and refreshing, ice-cold milk always hits the spot.


PURE MICHIGAN
MILK




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Pure Michigan & Kroger





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Pure Michigan & Hudsonville





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New Standard License Plate





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The Vision of Pure Michigan

"Michigan is one of America's favorite four-season travel experiences"*

*Michigan Tourism Strategic Plan, 2012-2017

Achieving this vision will mean:

- Millions of new visitors to the state
- Billions more spent at Michigan businesses
- Tens of thousands of new jobs statewide
- Tens of millions in new state tax collections



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George Zimmermann
Vice President for Travel Michigan
Michigan Economic Development
Corporation
zimmermannng@michigan.org